

2011 LOUISIANA VISITOR SNAPSHOT

Louisiana visitors usually stay overnight (69 percent), slightly behind last year (72 percent) and total US travelers (70 percent). The average length of stay hovers near three nights (3.1 in 2011).

- More than half (52 percent) continue to stay in paid accommodations (hotel/motel/ B&B/condo), exceeding all primary competitors (28 percent to 46 percent).
- Overnight visitors spend (\$863) four times as much as day trip visitors (\$229).



Leisure travel (76 percent) continues to be the greatest motivation for visitors compared to business (16 percent) or other travel reasons (8 percent). Visiting friends/relatives (35 percent) dominates leisure travel, followed by entertainment (17 percent).

The average age of a Louisiana visitor is 45 years old and has an average income of \$69,000. (Source: Louisiana Visitor Profile, TravelsAmerica, 2011)

VOLUME 21, ISSUE 12

AUGUST 2012

LOUISIANA

Pick your Passion

LouisianaTravel.com

2012 LEISURE TRAVEL TRENDS

- 90 percent of travel in the United States is via a car.
- Travelers want an authentic experience that they can brag about on Facebook.
- Mobile will be the most common way to access the Internet by 2014.
- Cupcakes, cake pops and farm-to-table meals are tired concepts when it comes to food and travel; artisanal food, beers and spirits are growing trends.
- Harness the power of the quirky—find the 10 strangest things about your product, destination or client and tweet them.

(Source: Insights from Travel & Tourism Conference, Aug 2012, www.prsa.org/)

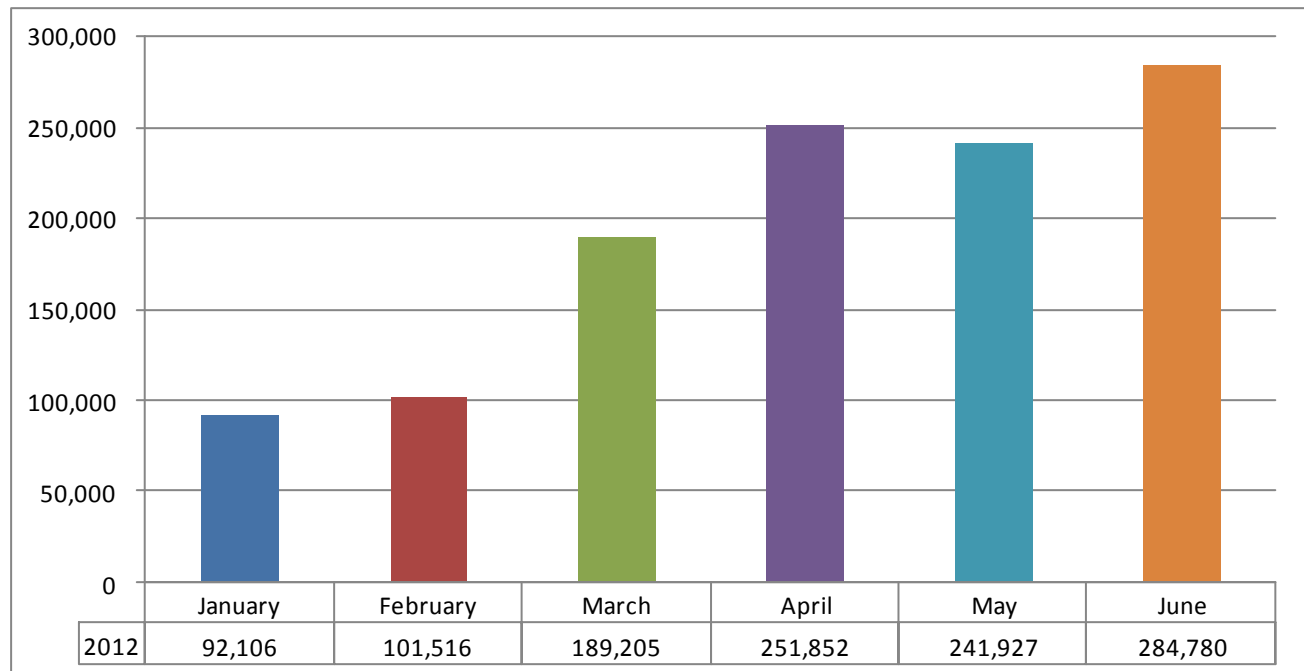
LODGING STATISTICS

Occupancy (%)						
	January	February	March	April	May	June
2012	53.8	64.2	71.6	66.6	65.9	64.5
2011	52.3	61.1	69	65.4	63.8	63.8
YTD Percent Change	2.9	5.1	3.7	1.8	3.3	1.8

Average Daily Rate (ADR)						
	January	February	March	April	May	June
2012	107.70	107.82	108.87	112.84	105.43	93.41
2011	92.55	98.04	104.69	104.23	101.87	92.23
YTD Percent Change	16.4	10	4	8.3	3.5	1.3

Louisiana statewide occupancy rates saw an increase from January to June (10.7 percent); and ADR was slightly down from May to June (-12 percent). However, both occupancy and ADR have remained strong for the first half of the year.

STATE PARKS MONTHLY VISITATION



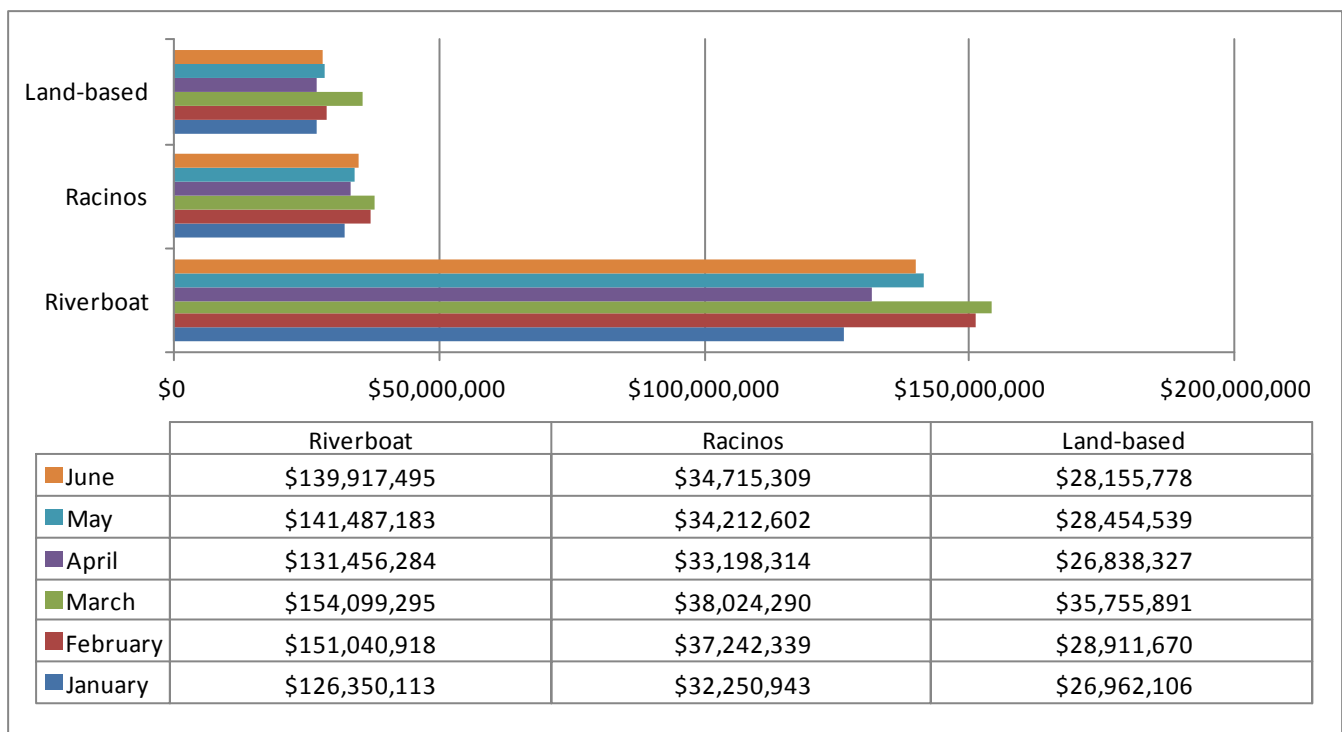
For additional statistics, please download our Monthly Dashboard at www.crt.state.la.us/TOURISM/RESEARCH/home.aspx.

AIRPORT ENPLANEMENTS

2012	New Orleans	Baton Rouge	Lafayette	Shreveport	Lake Charles	Monroe	Alexandria	Totals
January	328,744	30,708	18,497	20,047	4,082	7,700	13,495	423,273
February	338,657	31,730	18,281	20,091	4,356	7,131	11,725	431,971
March	385,536	37,784	18,763	23,992	4,256	unavailable	14,173	484,504
April	399,671	37,117	19,863	23,803	4,710	unavailable	12,831	497,995
May	424,671	41,478	22,548	26,873	5,231	unavailable	13,729	534,530
June	369,748	36,816	unavailable	28,144	5,094	unavailable	15,809	455,611
Totals	2,247,027	250,819	97,952	142,950	32,785	14,831	81,762	2,868,126

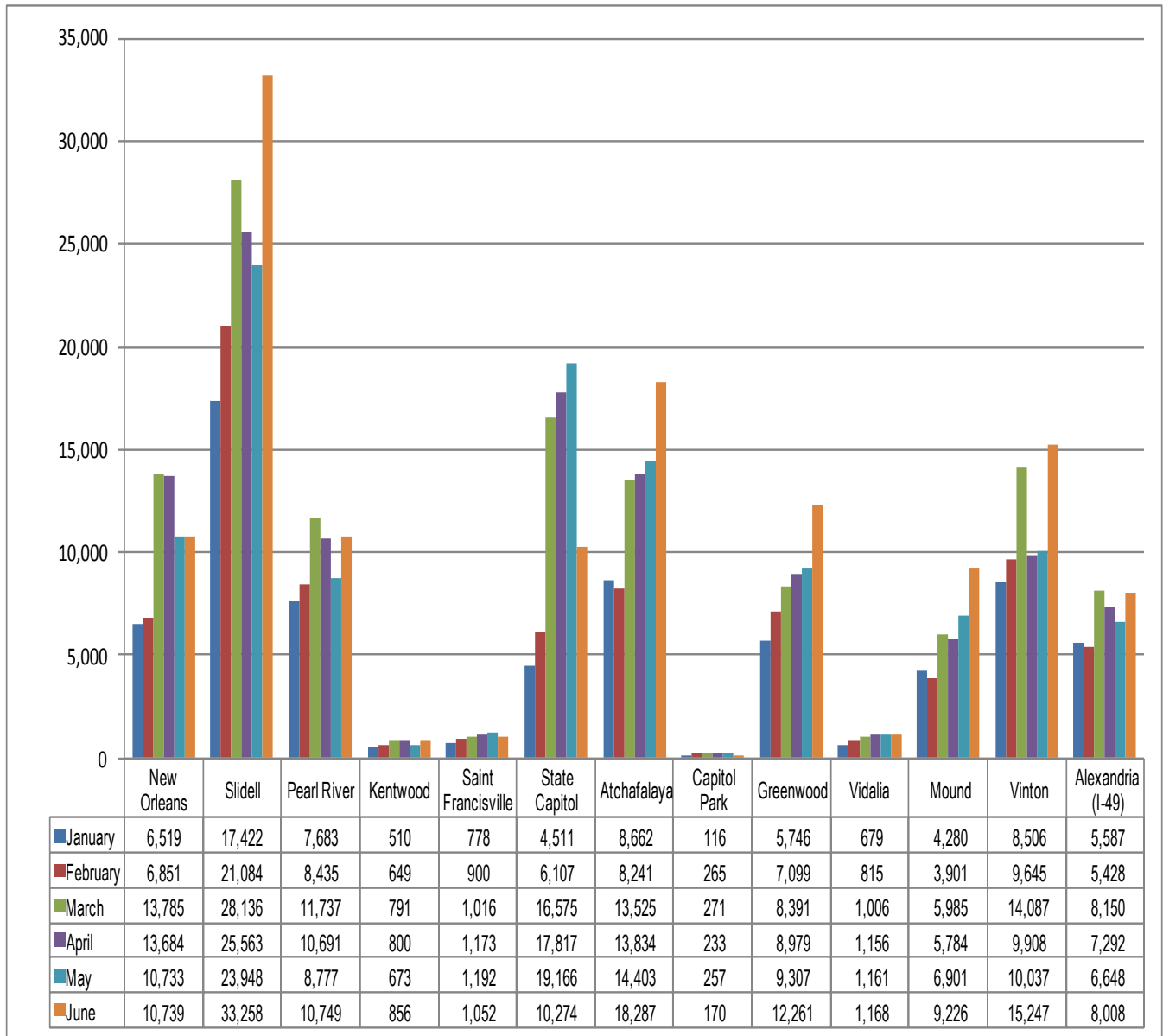
Monroe enplanements for March to June 2012 and Lafayette enplanements for June 2012 are not reported in total.

GAMING GROSS REVENUE



For additional statistics, please download our Monthly Dashboard at www.crt.state.la.us/TOURISM/RESEARCH/home.aspx.

WELCOME CENTER VISITATION



Kentwood has been closed since Sept 2011 due to DOTD work. Visitor counts are from Tangipahoa Parish CVB.

January — June 2012 Total Welcome Center Visitation = 635,286

Welcome centers statewide are always interested in partnering with tourism commissions and convention and visitors bureaus with programs or displays for the centers. For more information, contact Nancy Broussard at 225.342.8122.

INDUSTRY TRENDS AND TIDBITS

American Cruise Lines introduces *Queen of the Mississippi*

American Cruise Lines unveiled its new 150-passenger *Queen of the Mississippi* in New Orleans on Aug. 3.

The vessel was built at the Chesapeake Shipbuilding yard in Salisbury, Md. The introduction of *Queen of the Mississippi* follows the April re-launch of the 436-passenger paddlewheeler, *American Queen*, originally built in 1995. Together, the two ships have breathed new life into overnight cruising along the Mississippi River System, which has been practically dormant since Majestic America Line ceased operations at the end of 2008.

All of the staterooms on the *Queen of the Mississippi's* second, third and fourth decks have private balconies -- the 12 lower deck cabins do not. Every stateroom features hotel-style bathrooms, access to room service, in-room phones, Wi-Fi and satellite TV. The vessel also has also a main dining room with open seating, a Top Deck Cafe, several lounge areas and a library.

(Source: *Travel Weekly*, Aug 2012)

Current State of the Economy

Some pickup in the housing market and decreases in gas prices (at least until recently) have been favorable recent economic trends. However, gas prices are on the rise again, averaging \$3.65 per gallon of regular unleaded as of Aug. 8, according to AAA's *Daily Fuel Gauge Report*. They are up from \$3.38 a month ago, but similar to August 8, 2011 when prices averaged \$3.66.

With higher crude oil prices, the Energy Information Administration has increased the average regular gasoline retail price forecast for the third quarter of 2012 to \$3.49 per gallon (from \$3.39/gallon) a month ago. EIA expects regular gasoline retail prices, which averaged \$3.53 per gallon in 2011, to average \$3.53 per gallon in 2012 and \$3.33 per gallon in 2013.

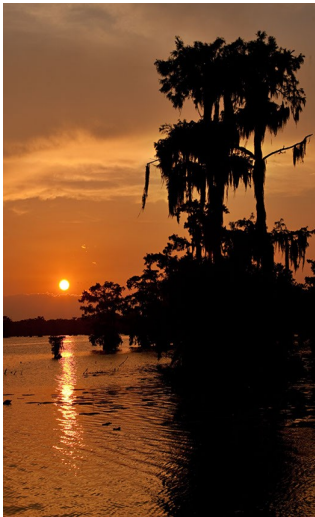
Leisure Travel

Harris Interactive reports that many Americans are going on vacation this summer despite economic concerns. More than two in five U.S. adults (44 percent) say the economy does not have any impact on their travel plans, a slight increase from 2009 (40 percent) but a decrease from 2010 (46 percent). Just under one in ten (8 percent) say they will be more likely to travel (up from 6 percent in 2010) and 36 percent say they will be less likely to travel (same as 2010) because of the economy. According to the survey, 60 percent of adults said they have planned at least one leisure trip through August, with 15 percent planning to travel for leisure more than three times this summer. Surprisingly perhaps, Harris Interactive also recorded a sharp increase in anticipated travel spending for 2012 with a mean of \$3,136 compared to just \$1,627 in 2010.

But a survey by Travel-ticker found that the majority (83 percent) of Americans are willing to change their summer vacation plans at the last minute if they find a better deal. Related, 72 percent said they were planning to be more flexible on dates and destinations this summer to save money.

Results of a recent Cruise Lines International Association's survey found more than half of travel agents have sold more cruise vacations in the first six months of 2012 than they did in the same period in 2011. Nearly two-thirds (64 percent) of agents expect cruise booking volume to increase in 2012 compared with 2011. The strongest sales have been in river cruises, including contemporary cruises on large ships, shorter trips (3-5 days) and premium and luxury cruises. About 16 million people are expected to take a cruise in 2012.

(Source: *US Travel Outlook newsletter*, August 2012)



Jay Dardenne
Lieutenant Governor

Kyle Edmiston
Assistant Secretary
kedmiston@crt.la.gov

Lynne Coxwell
Research and Policy Analyst
lcoxwell@crt.la.gov

Jeff Richard
Research and Development Coordinator
jrichard@crt.la.gov

This publication is designed to inform the reader on current Louisiana data and trends in the travel industry.

Quotation and reproduction of the material is permitted with credit to the Louisiana Office of Tourism.

INTERNATIONAL TRAVEL

While domestic travel continues to face challenges, the international inbound travel market is showing renewed strength. According to the U.S. Department of Commerce's Office of Travel and Tourism Industries, international visitors spent an estimated \$13.9 billion on travel to, and tourism-related activities within the United States in May 2012, which is \$1 billion or eight percent, more than what was spent in May 2011. This marks the 29th consecutive month of growth and officials predict it is on pace for another record

year. Through May, international visitors spent \$68.4 billion (+12%) in the U.S., while Americans have spent nearly \$50 billion traveling internationally, resulting in a trade surplus for travel and tourism of \$18.4 billion so far this year. Through April, total international travel to the U.S. volume is up 7.9 percent compared to last year, while overseas visitation is up even more at 9.7 percent.

(Source: US Travel Outlook newsletter, August 2012)